



**NEW  
ADVENTURES  
IN  
BATHROOM  
DESIGNING  
WITH  
BRIGGS  
COMPATIBLE  
COLORS**





The magic touch that will  
make your bathroom a place of  
warmth, beauty and functional luxury is . . .

# COMPATIBLE COLOR

B E A U T Y W A R E

In this book we will suggest various treatments of color and design that may be employed in your new bathroom or in the redecoration of your existing bathrooms. With the aid of this book and Briggs unique compatible colors you become the designer—easily and simply, you may design your own beautiful bathroom. Or, if you prefer, you may use it as a guide when discussing your plans with your architect, builder or plumbing contractor. In any event, let Briggs be your host on an exciting adventure in color and bathroom planning.

THE MAGIC TOUCH



# CORAL

B E A U T Y W A R E

*lends glowing warmth to  
contemporary bathrooms*

Soft and subtle, radiating the beauty of timeless tropical reefs, this color will add warmth to your bathroom. It blends beautifully with warm grays and shades of brown for a glowing warm effect. For a more startling effect, it may be used with tints of pink and deeper shades of coral. Whatever your choice of companion colors may be, they should be warm to properly harmonize with this most popular compatible color.

... a color of timeless beauty



THE CHAUCER—a distinguished departure from ordinary design. This contemporary lavatory features an off-center bowl and fittings, and an extra wide ledge which is both functional and beautiful. It can be installed with legs as shown above, or in a vanity counter top as shown below.





B E A U T Y W A R E

# SANDSTONE

*designed to harmonize with  
bright or subdued tones*

Subtle and sophisticated, Beautyware Sandstone calls on the beauty of nature for its versatility. This color affords limitless combinations of companion colors. Rich browns, yellows, orange, wood tones and olive greens, create a wonderful feeling of richness and charm. Combined with blues, cool greens and white in various mixtures and hues, this color will become gay and bright—lending to an atmosphere of casual living.

... a warm, sunny color

NEW SEAM-FREE, one-piece construction is a feature of Briggs new bathtubs in both seat and straight-front models. Square edges at base and top simplify installation. Slip resistant bottom gives maximum safety and comfort to the bather.



THE WHITTIER—a handsome shelf-back lavatory which may be installed with or without legs and towel bars. It has a deep, large capacity bowl plus a generous shelf to provide top utility for functional items.



# SKY BLUE

B E A U T Y W A R E

*adds a light, airy touch  
to any color scheme*

As bright and clear as a summer sky, this color is perfect for creating a variety of fascinating effects. Careful blending of white and various light blues and purples will produce a cool, sophisticated mood. While the bold use of color accents of turquoise, blue green, and orange will create an exciting, gay effect. Remember, too, the rich appeal of texture and wood tones will lend contrast to the glossy, smooth surfaces of your Briggs fixtures.

*... a clear, unclouded blue*



THE EMPEROR—the ultimate in contemporary closet design and whisper-silent efficiency. The low, classic one-piece styling is completely modern, and you'll like its quiet operation.

THE LOWELL—a distinctive slant-back lavatory which lends itself perfectly to counter top, vanity and twin installations.





# AUTUMN YELLOW

B E A U T Y W A R E

*a fresh look of happiness  
to bathroom color schemes*

Beautyware Autumn Yellow brightens your personal world, brings a sunny day inside. You can give the smallest bathroom the true warmth of sunlight and illusion of space by blending it with orange and a variety of yellows in pastel tints. Its lively, bright character adds richness to various shades of browns and warm grays, and it provides a refreshing contrast to such cool colors as blues and greens. Consider Briggs Autumn Yellow if your setting gets little natural sunlight.

... a light, lively color

THE KILMER—a distinctive flat-rim lavatory, which allows the luxury of trim counter top installations. You'll thrill to its clean, exciting line design and durable easy-care surfaces.



THE PRINCE—a regal and popular closet combination with a reverse trap flushing action that is most dependable. Crafted of high-density vitreous china, it offers both beauty and economy to your bath.



B E A U T Y W A R E

# SEA GREEN

*cool green visions  
of a tropic sea*

Beautyware Sea Green reflects the restful beauty of a tropic shore. Blended with cool greens and blue greens, it creates a calm, relaxed atmosphere. In a sunny bathroom, tints of yellow, ochre and beige will enhance a feeling of warmth and comfort, while bright accents of tangerine and iridescent greens will generate an exciting, dramatic effect. Whatever feeling you may wish to achieve, this color offers endless possibilities.

... a cool, refreshing color

THE LINDSAY—a distinctive open-front lavatory which combines the most modern design with convenience and utility. The open-front design makes it a perfect choice for narrow counter top installations.



THE MEDALLION—Briggs newest and most dramatic bathtub. This popular recess model offers wide rim, full-length seat, embossed slip-resistant bottom for maximum safety, and recessed toe base.



B E A U T Y W A R E

# PEARL GRAY

*blends subtly with white, grays  
or dramatizes bright colors*

A soft, warm gray such as this opens a limitless range of color combinations, from simple, quiet decor to an exciting, bold contemporary treatment. The successful use of this color depends upon your individual taste, for it blends equally well with colors ranging from red to violet. A combination of pastel blues and white will create a simple sophisticated effect, while the use of bright accents of turquoise and purple will add an exciting touch.

... the perfect neutral



THE CARLTON—a distinctive modern closet combination with an elongated bowl and siphon-jet flushing action which is both quiet and dependable.

THE WHITMAN—a handsome ledge-back lavatory with years-in-advance design. Offers a practical ledge space on all top surfaces and a wide, deep bowl.





**A**



**B**



**C**

**A** Beautyware unique off center fitting with spray spout.

**B** Beautyware combination lavatory fitting.

**C** Beautyware slant-back lavatory fitting.



*Beautyware 4" Centerset Lavatory Fitting with aerator and pop-up drain. A perfect example of Briggs' years ahead design.*



Briggs complete line of

# FITTINGS

*with an all-new design  
add functional sparkle and  
dash to your bathroom*

Truly the final touch. The look, the feel, the character of these new and exciting designs quietly tell every guest . . . here is stunning quality. Interchangeable inserts to give an extra touch of color are available to match Briggs compatible colors, as well as in chrome and white. And from the shining Beautyware combination bath and shower fitting to the years-in-advance design in lavatories, Briggs fittings lead the field.

. . . the final touch



CHROME



SEA GREEN



CORAL



WHITE



AUTUMN YELLOW



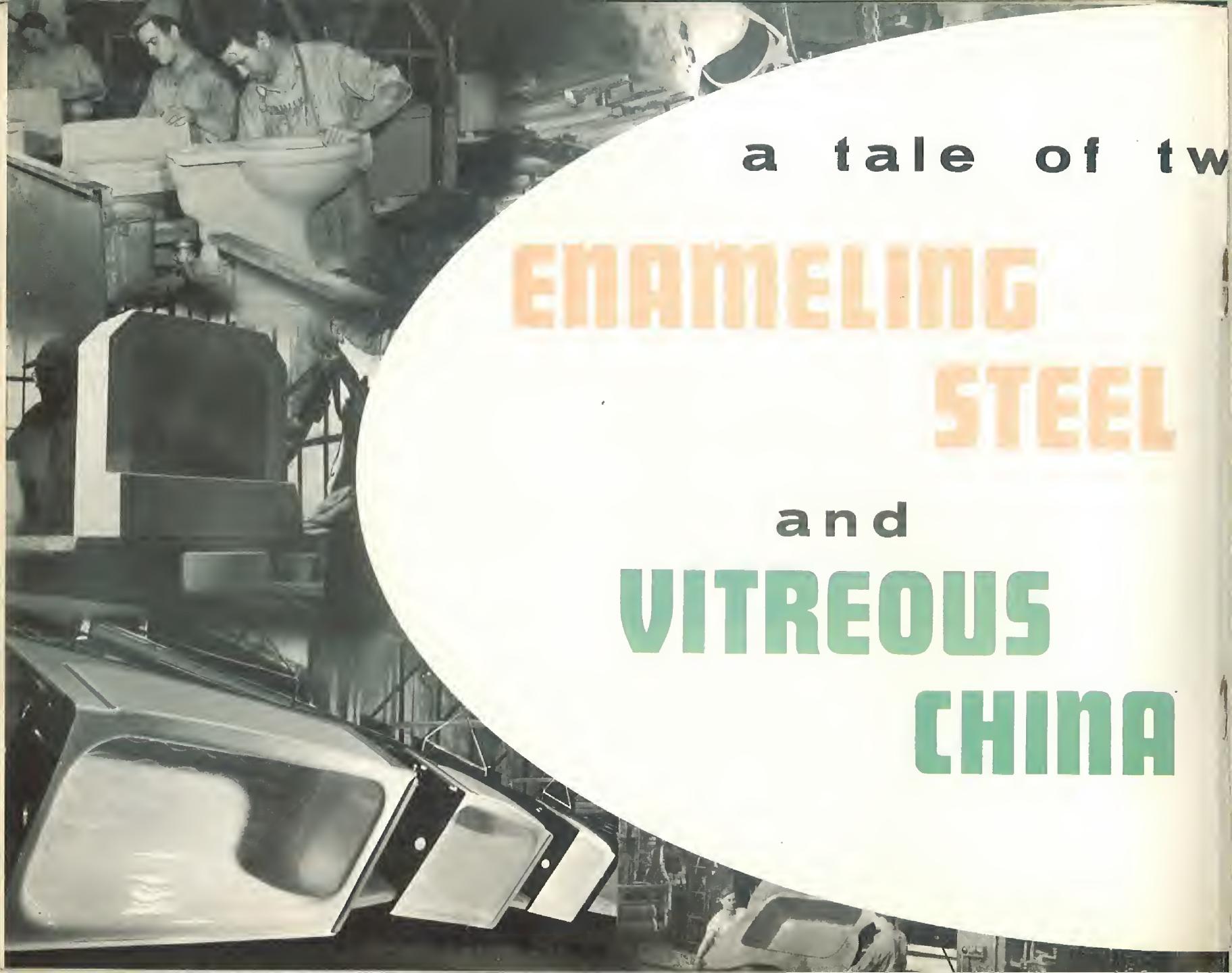
SKY BLUE



PEARL GRAY



SANDSTONE



a tale of tw

# ENAMELING STEEL

and

# VITREOUS CHINA

# o products

## If you think all plumbing products are alike . . . read these plain facts about Briggs Beautyware

If you are planning to modernize an old bathroom, add an extra bathroom to your home, or if you are building or buying a house, there are a few basic facts about plumbing fixtures that you will want to remember.

First of all, there are three different materials used in the manufacture of plumbingware—vitreous china, enameling steel and cast iron.

Vitreous china is composed of a carefully balanced mixture of clays. This mixture is poured into moulds and dried. The resulting shape is sprayed with glaze and fired in ovens called kilns. If the material is processed correctly, under carefully controlled conditions, the final product will be long lasting and beautiful. Water closets and most lavatories are made of vitreous china.

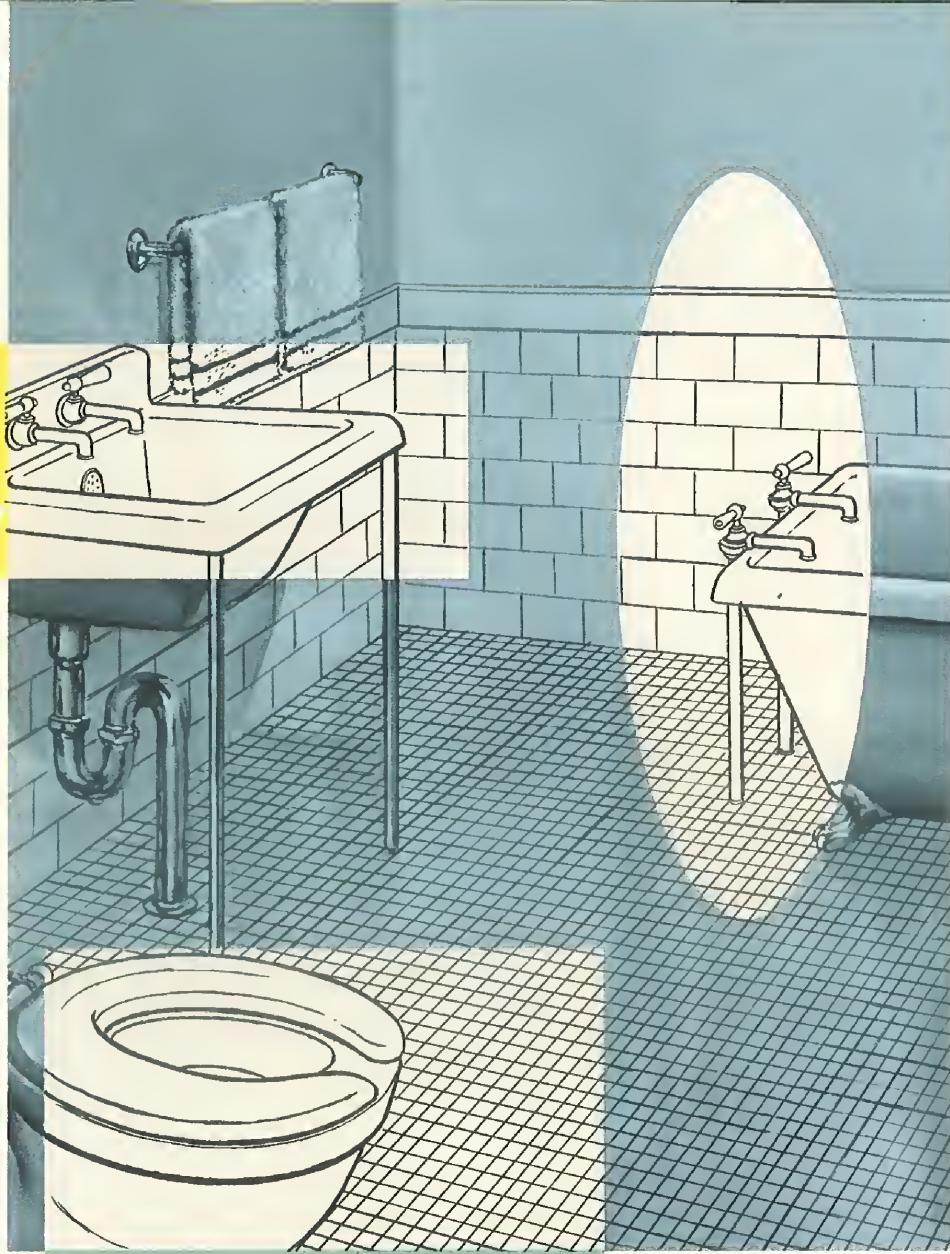
Enameling steel is a special blend of metals developed by the modern steel industry to produce fine, light weight, durable products. This high quality steel is pressed by huge machines into desired shapes. These shapes are sprayed uniformly with porcelain enamel, and fired at high temperatures to give a hard, lustrous, acid resistant surface. Bathtubs, kitchen sinks and lavatories may be made of modern enameled steel, or they may be made of old-fashioned, heavier, and less versatile cast iron.

Secondly, Briggs uses only the finest enameling steel in its products. The carefully manufactured shapes are sprayed with three coats of porcelain enamel. Each coat is fired at high temperatures in controlled furnaces to bond the porcelain permanently to the metal. Briggs bathtubs, sinks and lavatories made this way are beautifully designed and are two-thirds lighter in weight than cast iron products. They are easy to install, and their surfaces are acid-proof. The colors are true and non-fading. You can rely on such Briggs plumbing products to give you lasting beauty and dependable service.

Thirdly, Briggs manufactures only the finest vitreous china lavatories and water closets in modern, well-equipped plants. Briggs experience in pottery craftsmanship goes back more than seventy years. The styling, however, is the most modern you will find anywhere.

Finally, plumbing fixtures may seem alike, but the secret of truly fine plumbingware is in better design, color and quality. Briggs Beautyware is better. Ask for it . . . it is the brand that makes the difference.





Treat your  
to a  
**NEW  
LOOK**

# bathroom

Have you ever had a strong desire to "really do something" with your bathroom? An impulse to tear out those old, colorless plumbing fixtures, try a new, exciting color scheme, and increase the value of your home? If your answer is yes, then this book is written with you in mind. The bathroom is the most neglected room in the home. With the help of this book and Briggs Beautyware this comparatively small and all too often uninteresting area can emerge cheerful and attractive, radiating color and charm. It takes more than color, however, to make a bathroom new and more useful. It takes careful planning to include features that make daily use of the room easier, more pleasant. When you are planning your new bathroom, consider storage for towels and personal items, cabinet space, a place to sit, a hook for robes and night wear and plenty of convenient towel bars.

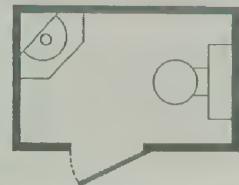
Above all, remember to select plumbing fixtures that will give you years of satisfaction and trouble free service. And your safe assurance of highest standards and lasting beauty is the Briggs Beautyware label.





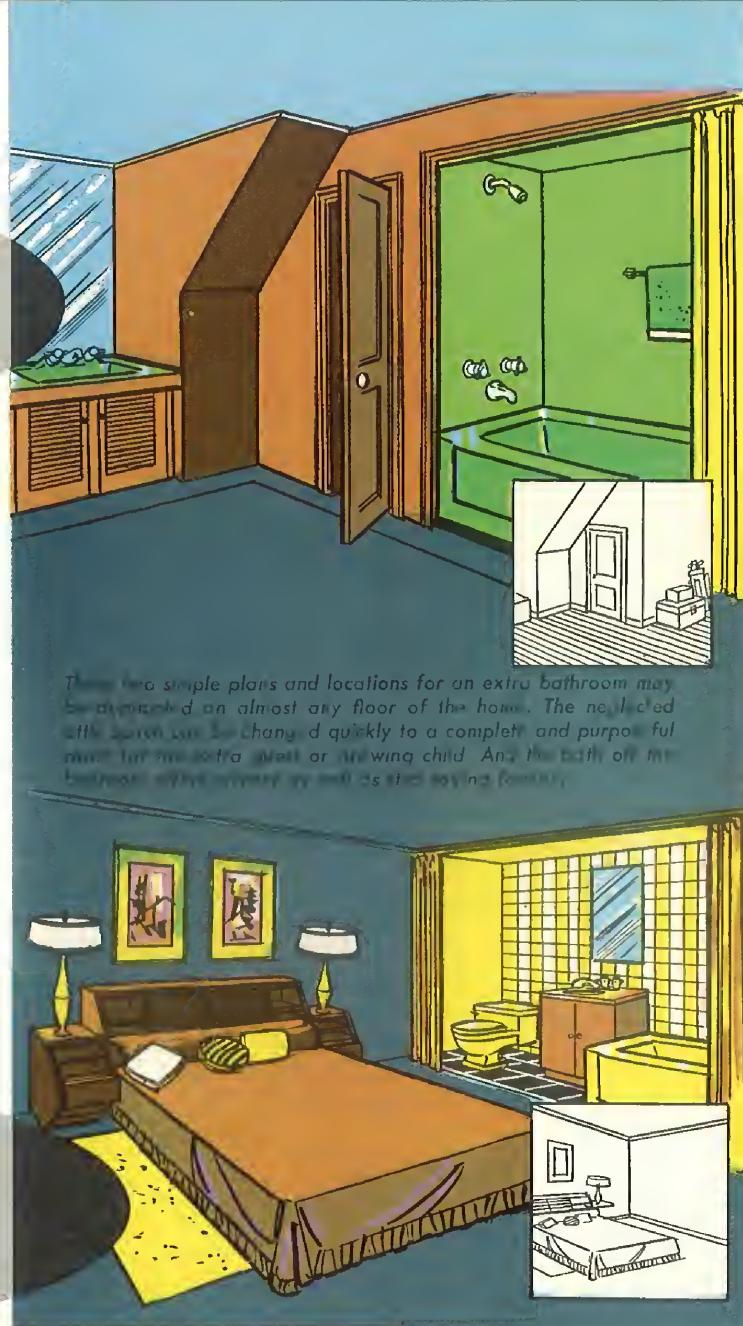
the case  
of the

# DEAD SPACE



*A close examination of your home will often prove that there is a suitable dead space available which can be converted to a second or third useful bathroom. Keep the cost down, beauty up by using Briggs fixtures.*

The crime of the century . . . and practically every home suffers from the same expensive crime—idle space! And where is it? Under the staircase, a large unused closet of the master bedroom, or under the gables in the attic? Wherever the idle space is located it can be converted easily to a half or full bath with a minimum of expense and labor. And dealing with either large or small space, you'll surely want to use Briggs Compatible Colors and Beautyware plumbing fixtures . . . alive with fresh color-personality, and designed to fit any space. Your local builder and plumbing contractor will be most happy to help with your plans for remodeling and in furnishing Briggs—the brand that makes the difference.



These are simple plans and locations for an extra bathroom may be developed on almost any floor of the home. The needled closet can be changed quickly to a complete and purposeful room for a guest or a young child. And the bath off the bedroom offers a good plan for a boy or girl's room.



# PLAN your bathroom THIS EASY WAY...

It takes thought, imagination and patience to accomplish a successful decorating job, and you will find that the time you devote to pencil and paper planning will be very rewarding. On previous pages of this book you have learned a few basic principles of design and color, and how you may create any desired effect with Briggs Compatible Colors. Now, you may put these principles to work for you in your own home. By following the simple steps outlined here you may easily design your own new and beautiful Briggs bathroom.

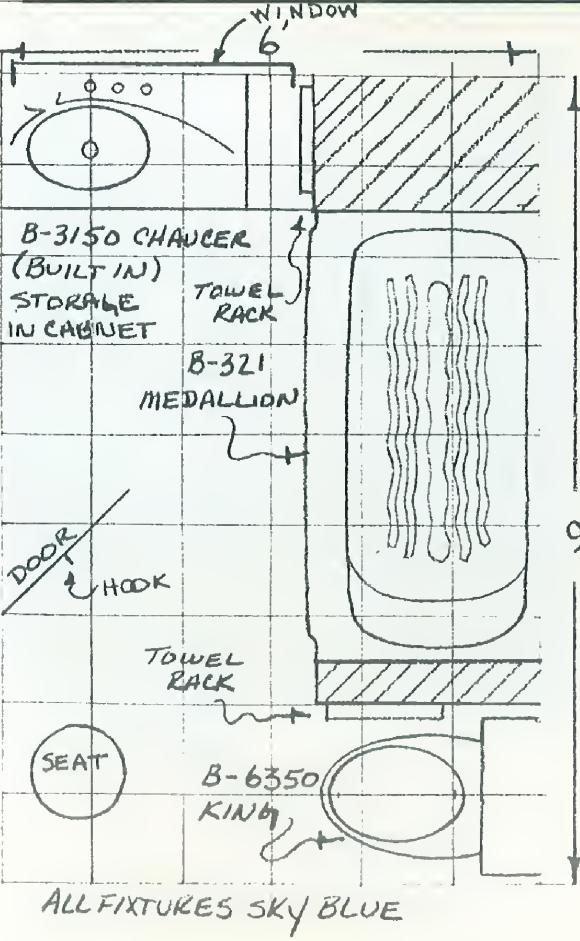
For a moment let us get acquainted with the materials we have for you to use. First, you will notice that on the following pages there are scaled drawings of Briggs fixtures; water closets, lavatories and bathtubs. Second, on page thirty-four you will

find a grid. Each of the squares on this grid represents a square on your floor that is one foot on each side. And, third, you will find a pocket on the inside cover containing sheets of tracing paper and a color selector wheel. These materials, plus a tape measure or yard stick, a sharp pencil, a good eraser and a ruler are all you will need to proceed on your adventure in designing.

Now, let's get started—follow these easy design steps—

1. Take your tape measure or yard stick and measure the exact size of the area you have for your new bathroom, noting the positions of doors and windows.
2. Now, take a sheet of tracing paper out of the pocket in the back of the book and lay it over the grid on page thirty-four. Mark off the number of feet on each wall, using the grid as a guide.

*This is how your bathroom plan may look after you have completed your drawing. Notice that the window and door have been indicated, as well as the towel racks, storage space and seat.*



Remember that each square is one foot on a side. Draw lines to represent the four walls of the room on the tracing paper and you have a floor plan of your area in scale. Be sure to indicate the position of doors and windows.

3. Next, you may select the Briggs fixtures you would like to have in your bathroom from the drawings on the following pages. When you have decided which you would like, take your floor plan and trace the fixture in the desired position. You may have to experiment a little to find the size and arrangement that best suits your particular area.

4. When you have decided on the fixtures and their location, take the color wheel and choose a Briggs Compatible Color. The wheel will automatically suggest companion colors for walls, floor, counter top and accessories.

You have now planned your own exciting Briggs Beautyware bathroom. The final step is to take your plan to your builder, architect or plumbing contractor, for they are the men who will make your new dream bathroom a reality, and can obtain the Briggs plumbing fixtures illustrated in this book. We know you will want to choose Briggs—it is the most advanced design available anywhere.



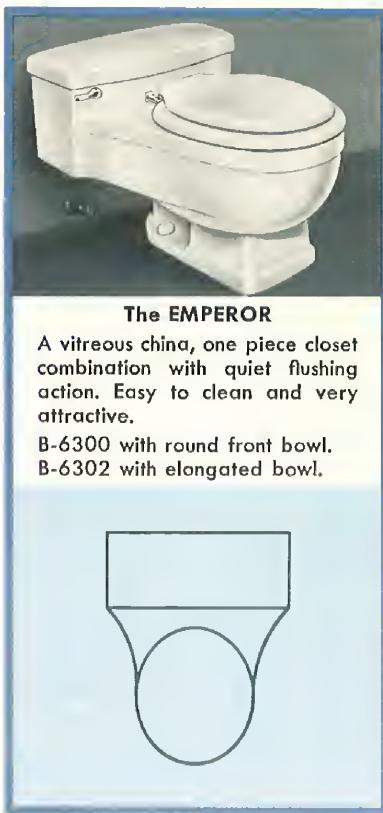
Skilled pottery makers, backed by over 70 years of experience in two of Briggs' key plants, produce high-density vitreous china water closets of unsurpassed beauty and dependability. Above is the Emperor, the ultimate in contemporary design and efficiency. The one piece styling is years ahead in design, and you will enjoy its quiet, whisper-soft operation.



**The KING**

A vitreous china, wall hung closet combination. Wonderful for the easy cleaning of the bathroom floor.

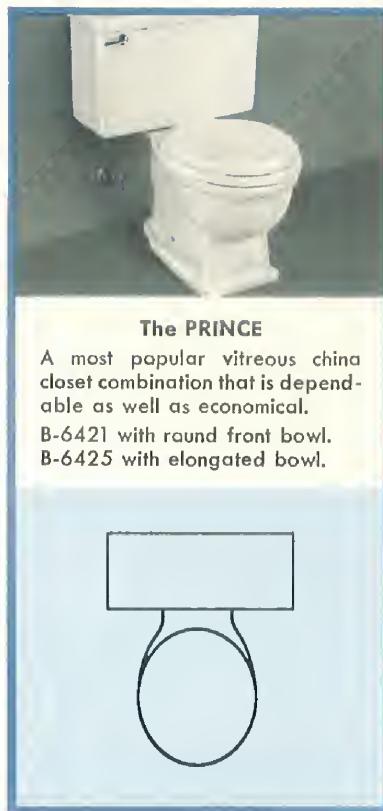
B-6350 closet combination with round front bowl.



**The EMPEROR**

A vitreous china, one piece closet combination with quiet flushing action. Easy to clean and very attractive.

B-6300 with round front bowl.  
B-6302 with elongated bowl.



**The PRINCE**

A most popular vitreous china closet combination that is dependable as well as economical.

B-6421 with round front bowl.  
B-6425 with elongated bowl.



**The CARLTON**

A distinctive vitreous china closet combination with regular round front or elongated bowl. A fine conventional design.

B-6401 with round front bowl.  
B-6403 with elongated bowl.



#### The JOYCE

An oval bowl, vitreous china lavatory for installation under a marble or composition counter top. May be used with any Briggs fitting.  
B-3510 19 $\frac{1}{8}$ " x 14 $\frac{1}{2}$ " oval lavatory.

Briggs offers a wide selection of lavatories tailored to the needs of every application and color scheme. Made of high density vitreous china and acid resistant porcelain enamel, there is a size and type to fit every requirement. Above is the CHAUCER—a distinguished departure from ordinary design. This contemporary vitreous china lavatory features an off-center oval bowl and a unique fitting with a spray spout. The wide ledge is both beautiful and functional. This lavatory may be installed on a cabinet, or tiled in a countertop, as well as set on conventional chrome legs. A style leader in every respect, there is no comparison.

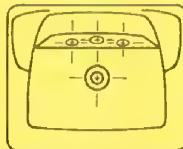
# Built-in Lavatories



**The LOWELL**

A vitreous china, slant back lavatory for counter top installation with a stainless steel moulding.

B-3502-HS, 22" x 18", lavatory.

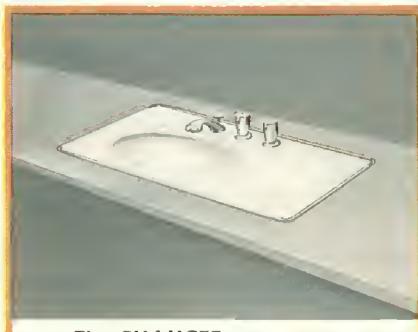
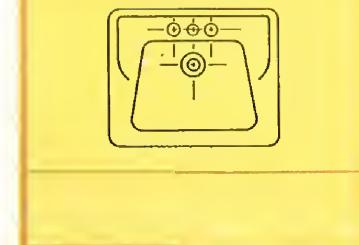


**The KILMER**

A very popular counter top lavatory for installation with a stainless steel moulding.

B-3550, 21" x 17", lavatory for 4" centerset fitting.

B-3560, 21" x 17", lavatory for 8" combination fitting.

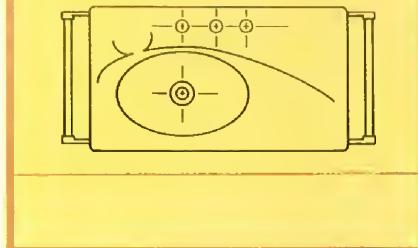


**The CHAUCER**

A beautiful flat slab vitreous china lavatory. The finest, most unusual lavatory ever made.

B-3150-H, 32" x 18", lavatory with oval bowl on LEFT.

B-3151-H, 32" x 18", lavatory with oval bowl on RIGHT.

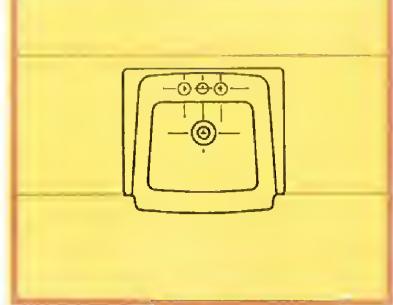


**The LINDSAY**

A vitreous china, exposed front counter top lavatory. Extremely attractive, and ideal for use on a narrow counter top.

B-3572 20" x 18" for 4".

B-3582 20" x 18" for 8".



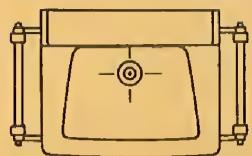


# Wall hung Lavatories



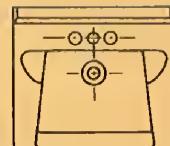
**The WHITTIER**

A vitreous china, shelf back lavatory. A beautifully designed wall hung lavatory, available in a variety of sizes. B-3212-HS 19" x 17" lavatory. B-3252-HS 22" x 18" lavatory. B-3282-HS 22" x 14" lavatory.



**The MILTON**

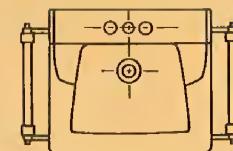
A vitreous china lavatory, with a 5" plain back. B-3411, 20" x 18", lavatory for 4" centerset fitting. B-3417, 20" x 18", lavatory for 8" combination fitting.



**The WHITMAN**

A vitreous china, ledge back lavatory for a 4" centerset fitting.

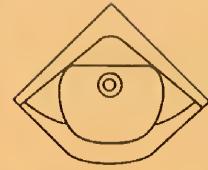
B-3302 for 19" x 17" lavatory. B-3312 for 20" x 18" lavatory. B-3352 for 24" x 20" lavatory. B-3382 for 18" x 15" lavatory.





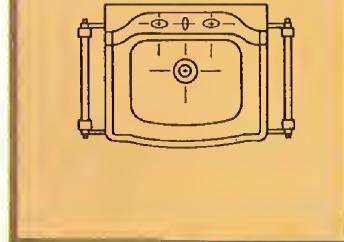
**The BYRON**

A vitreous china corner lavatory with a shelf-back. Ideal for use in a confined area.  
B-3720-HS 17" x 17" lavatory.



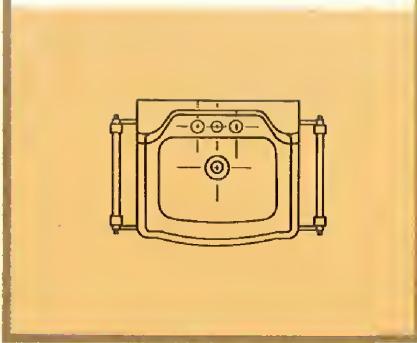
**The MOORE**

A porcelain enamelware, slant back lavatory. A very economical lavatory, for use with legs and towel bars.  
B-1705 20" x 18" lavatory.



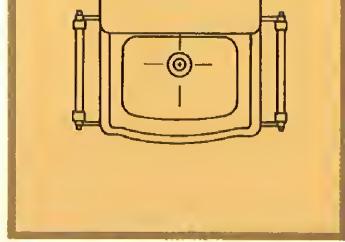
**The MEREDITH**

A porcelain enamelware, ledge-back lavatory for a 4" centerset fitting. Install with legs and towel bars.  
B-1805 20" x 18" lavatory.



**The LANIER**

A porcelain enamelware, shelf-back lavatory. A fine design, yet economical. For use with chrome legs and towel bars.  
B-1605-HS 20" x 18" lavatory.





Styled to command attention, the exciting trim lines of this new series will make a homeowner's dream come true. New, too, is the one-piece construction . . . so easy to keep clean and sparkling. And at the important floor level a recessed toe space gives extra foot room. All this and color, too . . . Briggs Beautyware bathtubs are available in six decorator colors and white. They are lighter in weight, ruggedly constructed, easier to install than cast iron products, and beautifully designed. So, for the very best that money can buy, specify Briggs Beautyware, the brand that makes the difference!

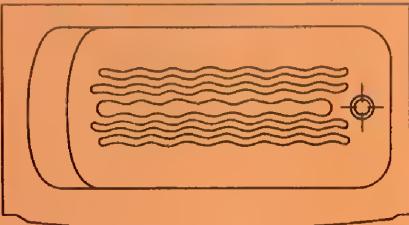


#### **The MEDALLION**

A 5 ft. recess model bathtub with wide rim seat, sloping end, embossed slip-resistant bottom, tiling in flanges and single unit construction.

B-320 for RIGHT outlet.

B-321 for LEFT outlet.





#### **The PENDANT**

A 5 ft. recess model bathtub with a straight front, sloping end, and single unit construction.

B-220 for RIGHT outlet.

B-221 for LEFT outlet.



#### **The SIGNET**

A 4 1/2 ft. recess model bathtub with a straight front, non-sloping end and single unit construction.

B-120 for RIGHT outlet.

B-121 for LEFT outlet.

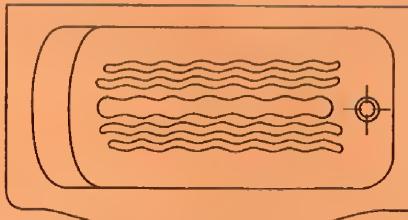


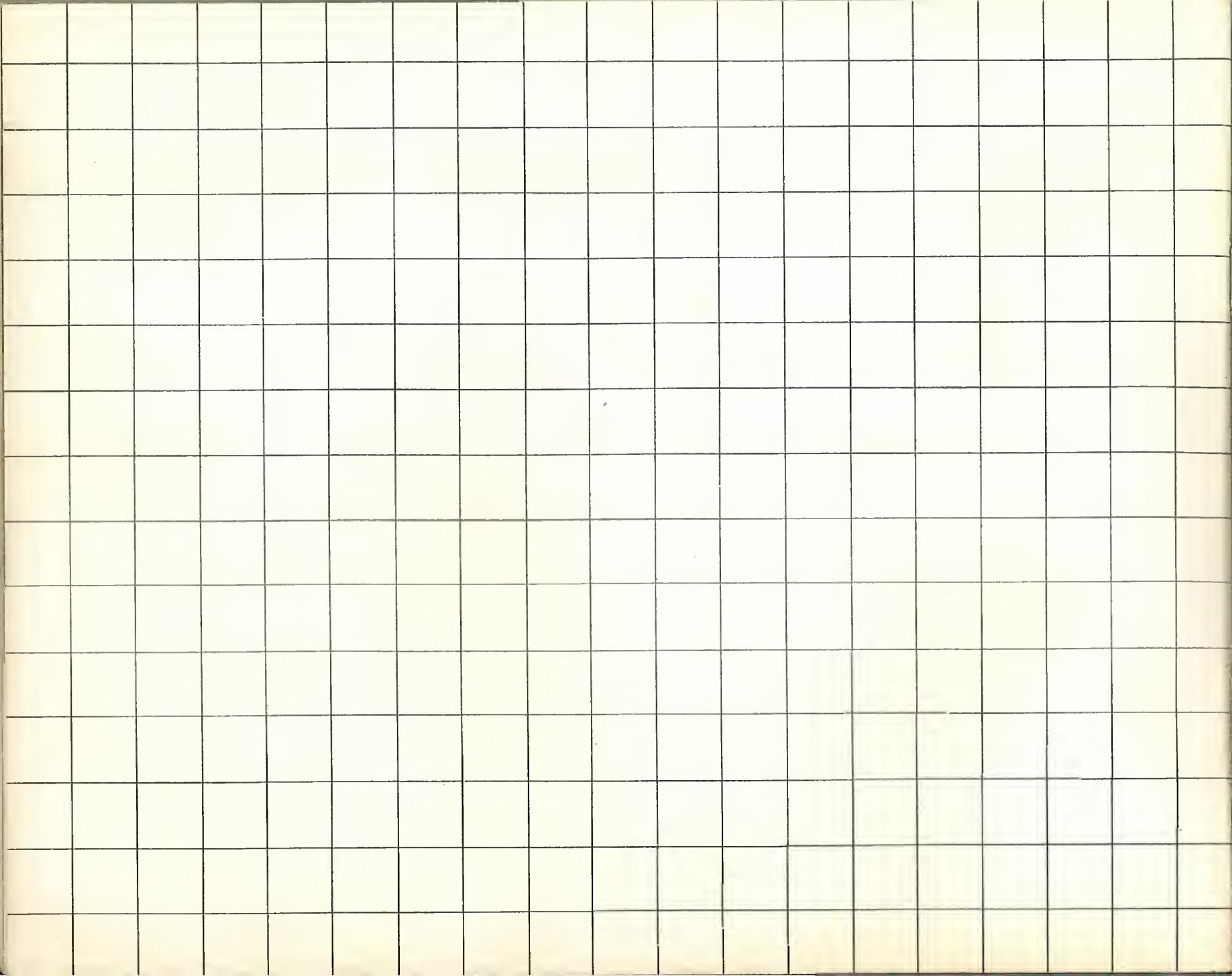
#### **The LASALLE**

A 5 ft. corner model bathtub with wide rim seat, embossed slip-resistant bottom and sloping end.

B-700 for RIGHT outlet.

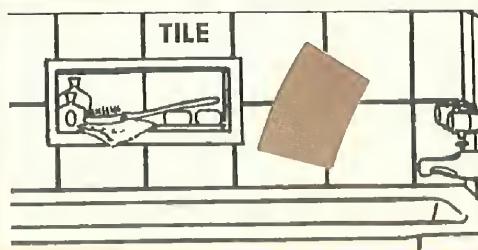
B-701 for LEFT outlet.



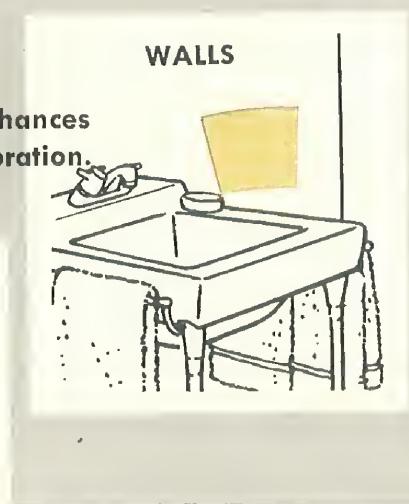


# BRIGGS BEAUTY WHEEL

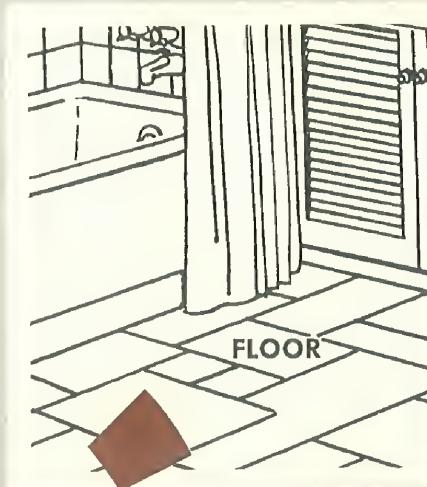
Compatible Color by Briggs Beautyware enhances  
your most inspired dreams of decoration.



TILE



WALLS



FLOOR

THE BRIGGS

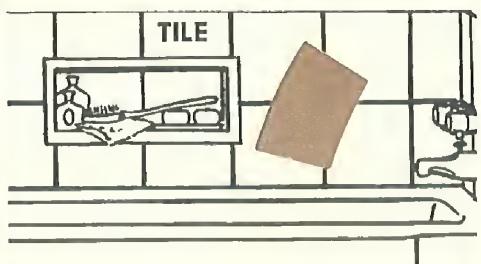
BEAUTY WHEEL

The Briggs colors printed in this Beauty Wheel are for indication purposes. If you wish actual samples of Briggs compatible colors see your plumbing contractor, builder, or write to Briggs Manufacturing Company, Warren, Michigan.

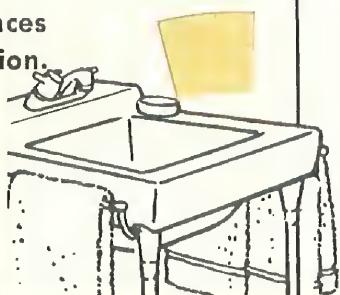


# BRIGGS BEAUTY WHEEL

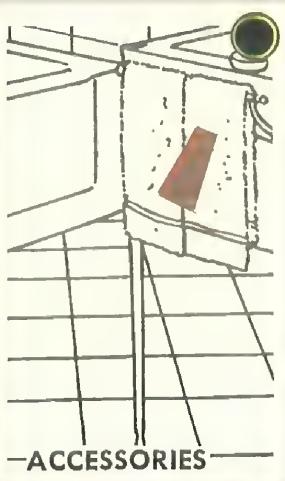
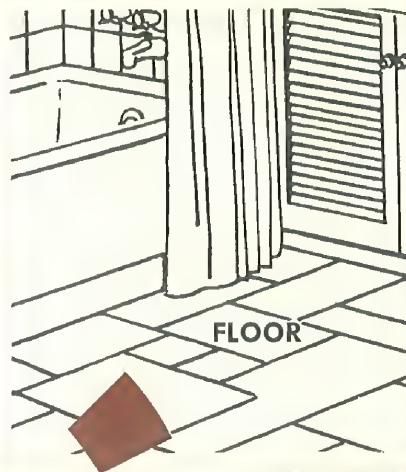
Compatible Color by Briggs Beautyware enhances  
your most inspired dreams of decoration.



## WALLS



## FLOOR



## COUNTER



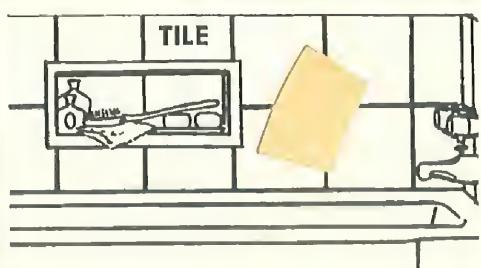
BRIGGS

color styling by J. A. GRIMALDI,  
member National Society of Interior Designers

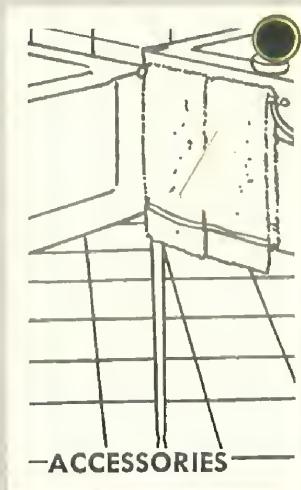
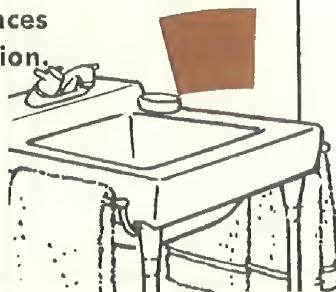
# BRIGGS

## BEAUTY WHEEL

Compatible Color by Briggs Beautyware enhances  
your most inspired dreams of decoration.



WALLS



COUNTER

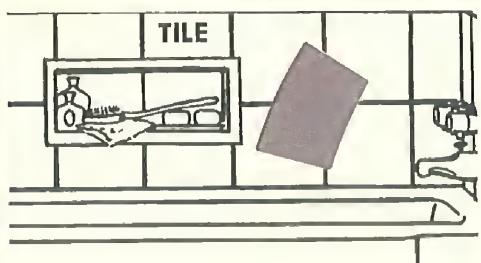


color styling by J. A. GRIMALDI,  
member National Society of Interior Designers

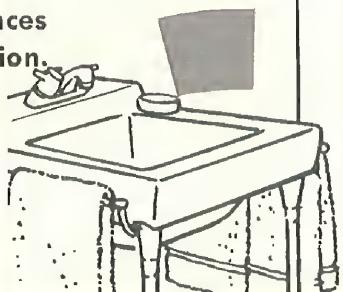
# BRIGGS

## BEAUTY WHEEL

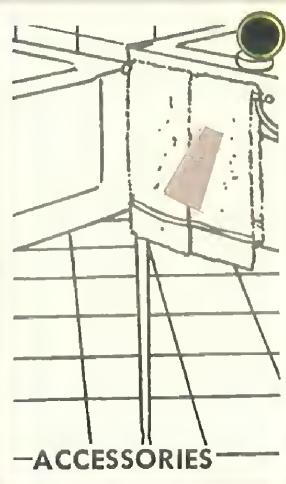
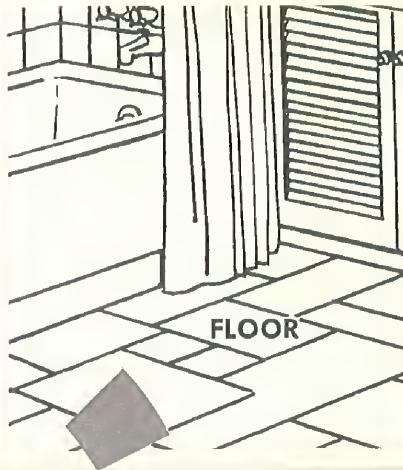
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your most inspired dreams of decoration.



WALLS



FLOOR



COUNTER



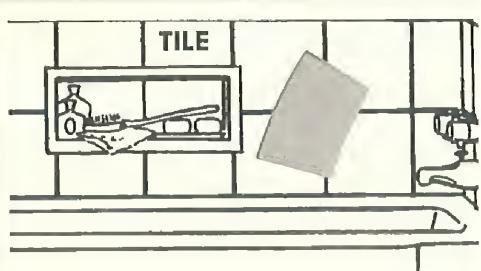
BRIGGS

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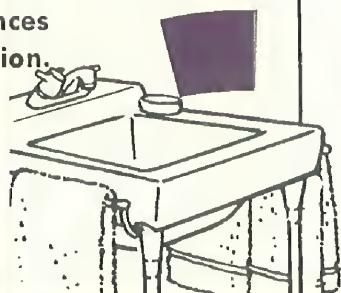
# BRIGGS

## BEAUTY WHEEL

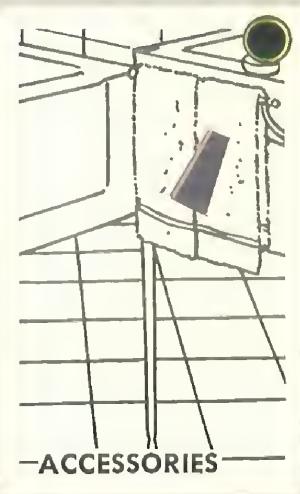
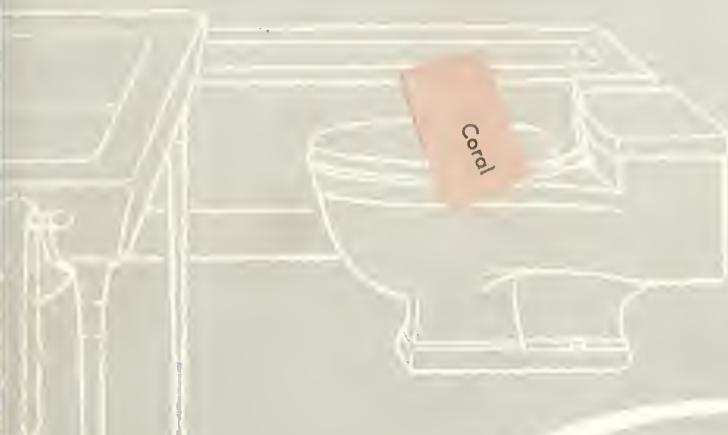
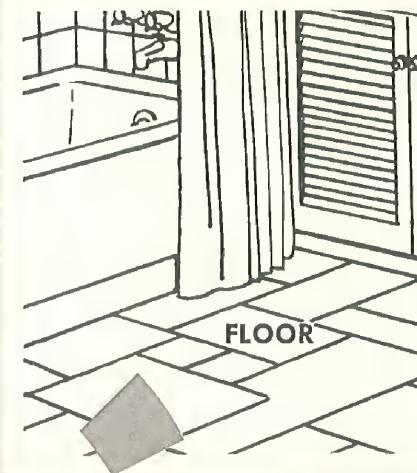
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WALLS



FLOOR



COUNTER



ACCESSORIES

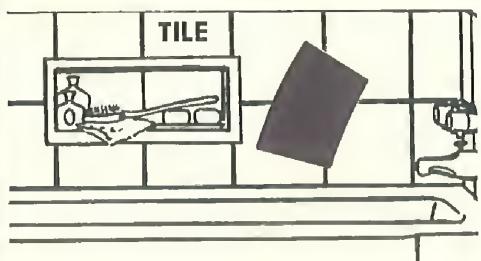


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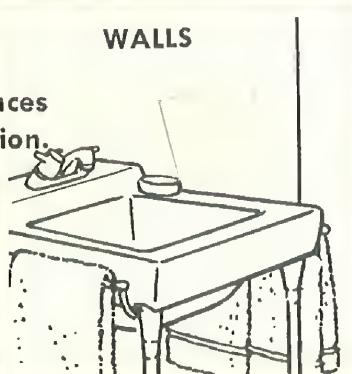
# BRIGGS

## BEAUTY WHEEL

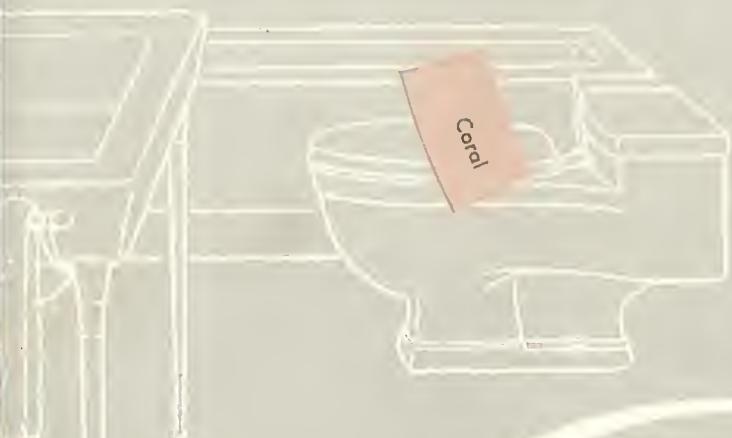
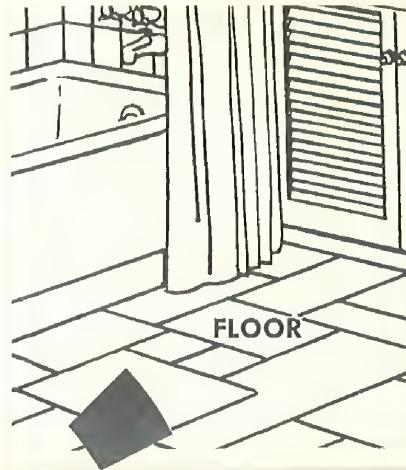
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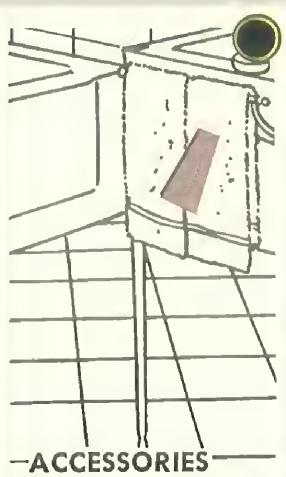
WALLS



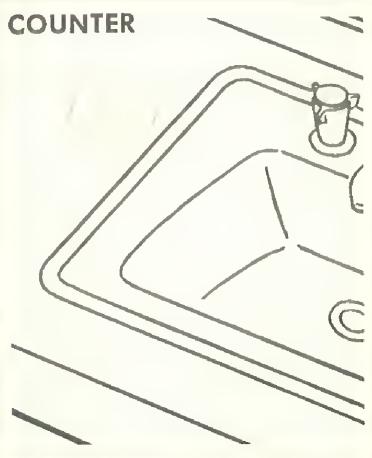
FLOOR



Coral



ACCESSORIES



COUNTER

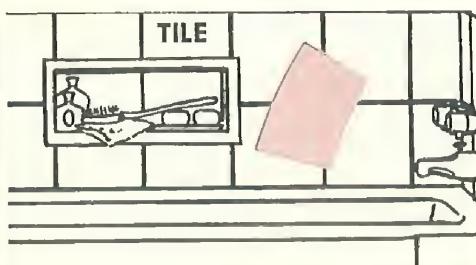


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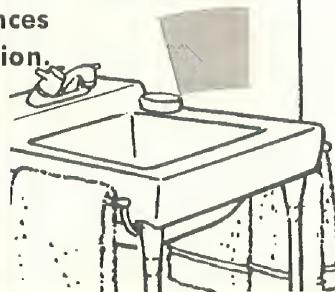
# BRIGGS

## BEAUTY WHEEL

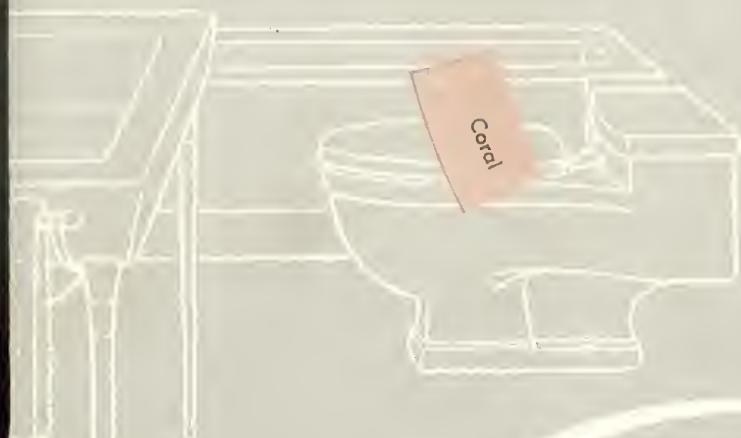
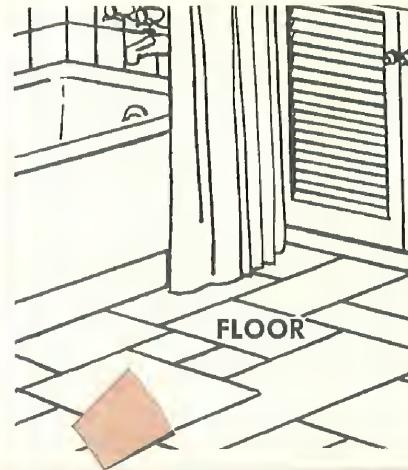
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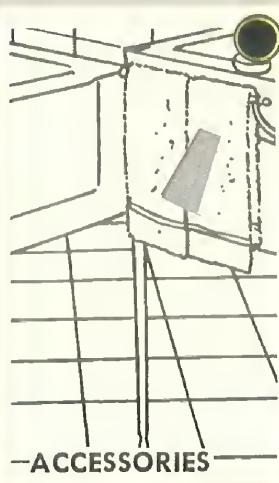
WALLS



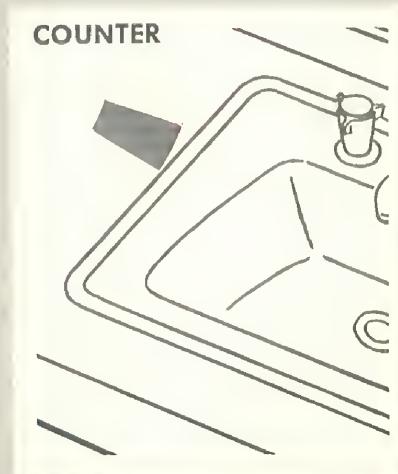
FLOOR



COUNTER



ACCESSORIES



BRIGGS

BEAUTYWARE

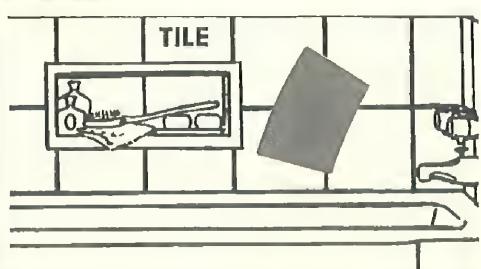
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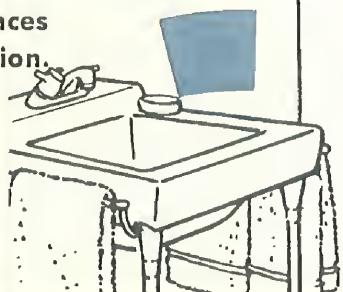
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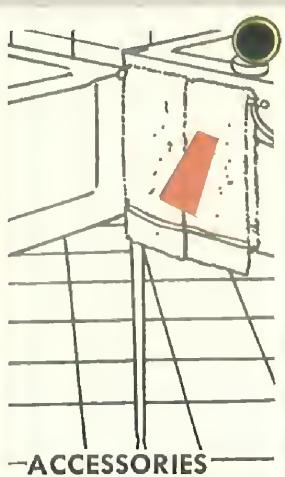
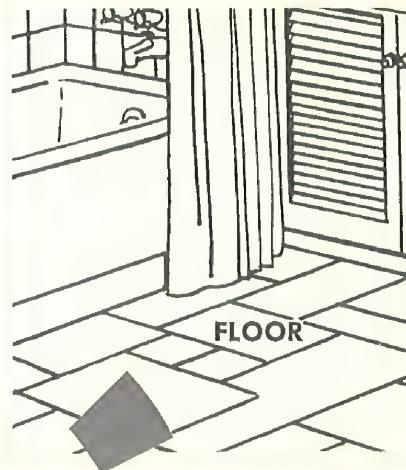
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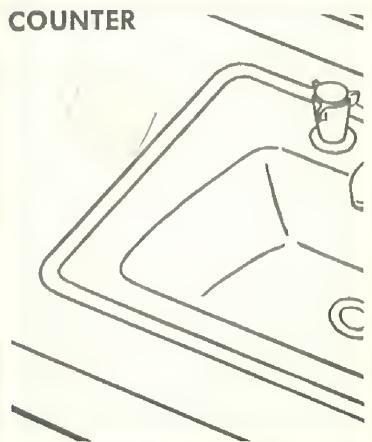
WALLS



FLOOR



COUNTER

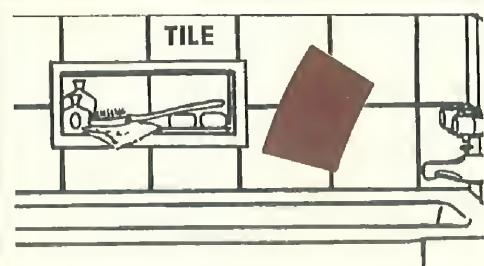


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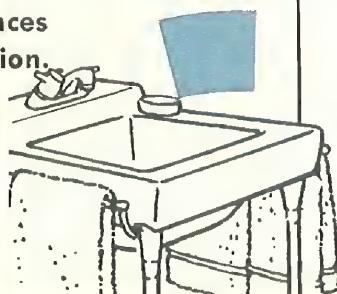


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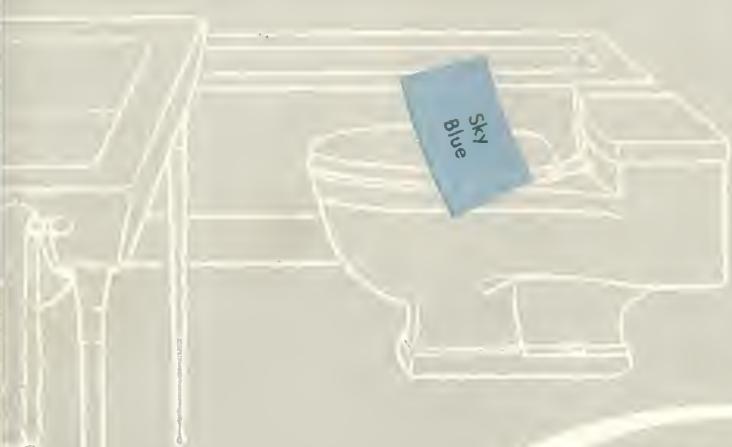
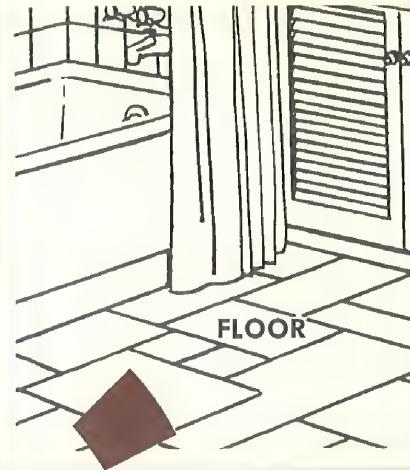
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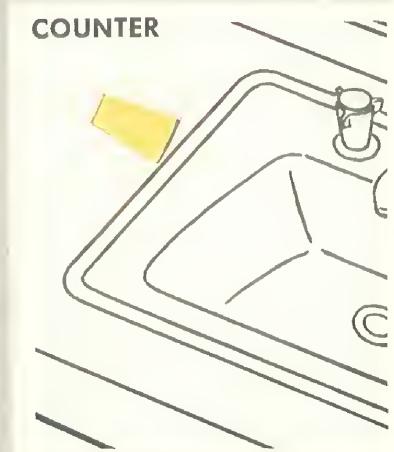
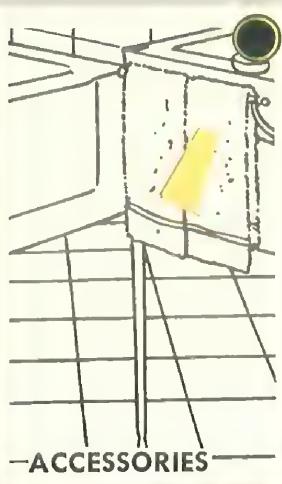
WALLS



FLOOR



COUNTER



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We hope you have enjoyed this colorful Briggs bathroom design booklet . . . keep it handy at all times, its easy-to-apply methods will save you money, make each project a tasteful success. Fresh and imaginative use of color is the growing trend in contemporary decor. But full flexibility demands versatile color and Briggs Compatible Colors meet that need. They are the magic touch that adds warmth, beauty and luxury to any installation. The product of painstaking research and development, Briggs Compatible Colors were skillfully developed to harmonize with the widest possible range of color schemes. They will add to the effectiveness of any selection of colors.

When you choose Briggs fixtures, you are assured of lasting satisfaction, highest quality, and outstanding durability. Be sure to consult your local plumber or plumber contractor. And remember, too, that most banks and lending institutions are ready to help you finance your bathroom improvement project with government insured, low interest rate loans.

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